

Whitman County
Quit Line Data Summary
January 1 - March 31, 2004

	County	State
Number of Calls to Quit Line	N = 8	N = 3,363
Percent of Statewide Calls	0.3%	100.0%
Percent of State Population in County¹	0.7%	100.0%
	County %	State %
Gender	N = 7	N = 2,906
Female	85.7%	64.2%
Male	14.3%	35.8%
Race/Ethnicity	N = 6	N = 2,468
People of Color	0.0%	13.1%
White	100.0%	86.9%
Age	N = 5	N = 2,642
Less than 18 years old	0.0%	1.1%
18 - 24 years old	0.0%	15.2%
25 - 34 years old	0.0%	23.1%
35 - 44 years old	20.0%	24.6%
45 years and older	80.0%	36.0%
Education	N = 7	N = 2,581
Did not graduate high school	28.6%	19.0%
High school graduate	28.6%	36.0%
Some college/vocational school	28.6%	36.4%
College graduate	14.3%	8.6%
Caller Type	N = 7	N = 3,052
General Information	14.3%	12.6%
Health care provider	14.3%	3.6%
Tobacco user	71.4%	83.8%
Payer Type	N = 4	N = 2,005
Insured	*	31.2%
Uninsured	*	29.4%
Medicaid	*	39.4%
Heard About	N = 5	N = 2,412
Past caller	0.0%	15.7%
Employer/worksites	0.0%	1.2%
Health care provider	20.0%	31.8%
Television	40.0%	11.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	0.0%	1.8%
Newspaper/Magazine	20.0%	0.7%
Brochure/Newsletter	0.0%	5.4%
Family or friend	20.0%	22.7%
Health Department	0.0%	5.4%
School	0.0%	1.4%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.